



OUR COMPANY

Too Good To Go is an app that provides businesses with the disposal of excess food and allows consumers to get a surprise bag of leftover food at a reduced price. Their slogan is 'Let's fight food waste together'. Their Impact Report 2021(2022) claims that researchers have highlighted that saving food is also an important channel for reducing carbon emissions, meaning that their actions are making a significant contribution to the environment. The company is committed to **providing users** with the following values: **encouraging more businesses to join the food-saving initiative; providing good food-saving values to the public; making the act of saving easier and caring for the real needs of users** (Too Good to Go, 2021). In addition to the TGTG app, the company launched a new project in 2021 called **Shareback, which invests the profits from TGTG to provide free food magic packs to people in need.**

TGTG is a fast-growing mobile app. It cooperates with suppliers such as coffee shops, restaurants, and bakeries to sell food that is about to be wasted at low prices through magic bags. It was initially aimed at food that became trash after the buffet was over and was later extended to all types of food vendors (Condamine, 2020).

Reference:

Too Good to Go (2021). Impact Report . (online) [www.toogoodtogo.com](https://www.toogoodtogo.com/en-gb/download/impact-report-2021). Available at: <https://www.toogoodtogo.com/en-gb/download/impact-report-2021>.
Condamine, P. (2020). *THE STORY OF Too Good To Go*. (online) *Zero Waste Europe*. Available at: https://zerowasteurope.eu/wp-content/uploads/2020/01/zero_waste_europe_CS7_CP_TooGoodToGo_en.pdf.



Key words: TGTG ----- Too Good To Go

TGTG GOALS

The world produce enough food for everyone yet millions go hungry every day because of all the wasted food. The company seeks to transfer **a shameful reality into an opportunity to innovate** to find a creative solution that benefits **everyone** (Lykke, 2018).

**EVERY YEAR,
MORE THAN 1/3
OF ALL FOOD IS
WASTED**

(Alejandro, 2021)

According to the **UN SDG Goals**, TGTG Service is working towards two goals: Creating a **Zero hunger** world and **promoting responsible food consumption and production**.

Reference:

TooGoodToGO (2023). Join Our Food Waste Movement. (online) [www.toogoodtogo.com](https://www.toogoodtogo.com/en-gb). Available at: <https://www.toogoodtogo.com/en-gb>.

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Objective and Purpose

Wenna T-Allah



Environment perspective:

10% greenhouse gases



Social:

828 million people go hungry every day with a wasted **2.5 billion tonnes** of food.



Economic:

Wasting food costs up to **\$1.2 trillion** each year. which is equivalent to **Denmark, Norway and Sweden's GDP combined**.

(TooGoodToGO, 2023)



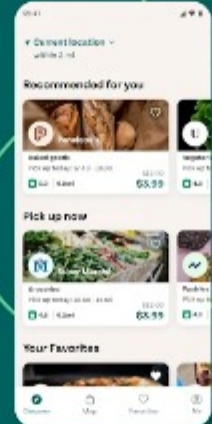
HOW THE APP FUNCTION



SAVING THE
PLANET MADE
tasty

Good food at
1/3 of the price

save
FOOD FROM BAKERIES,
RESTAURANTS, SUPERMARKETS
AND MORE.



reserve
YOUR SURPRISE BAG
BEFORE IT'S GONE.

collect
YOUR GOODIES
AT PICKUP TIME.



browse
THE MAP FOR SURPRISE
BAGS CLOSE TO YOU.



user
journey

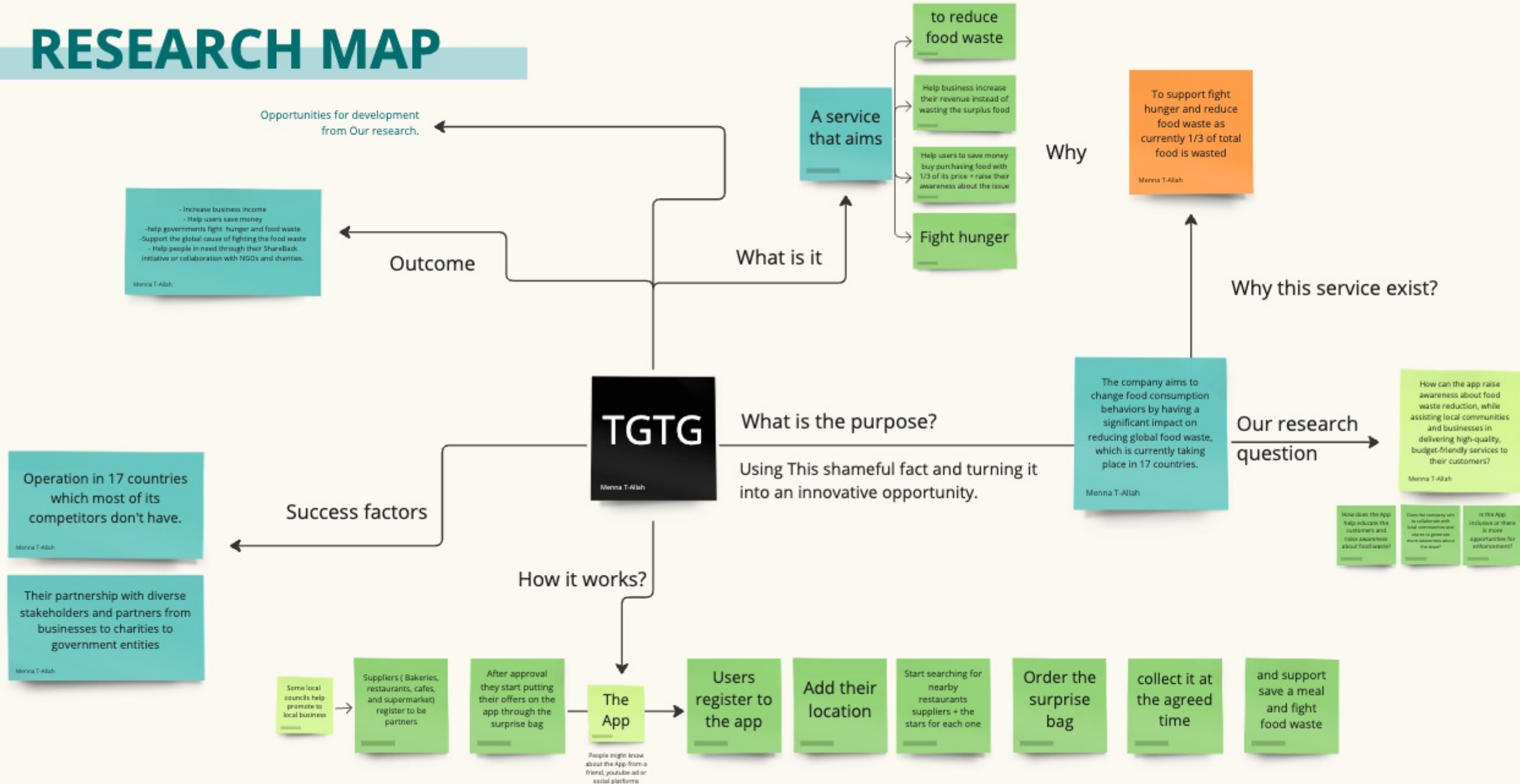
- 1- Using the App, users locate their **preferred store and place** their order.
- 2- **Pick up the meal** at the **specified time** at the preferred store.
- 3- **Feel good** knowing you just helped the **environment** as user **enjoy their meal** (Google Play, 2023).

Application users usually check to see whether a surprise bag is available in their areas or discover new stores. They can also share their love with a store either by sharing the meal with their friends or family. Besides, they can create a favorite list so they never miss out on great deals. Finally, the app features a map to help you find nearby stores when you're traveling.

Reference:

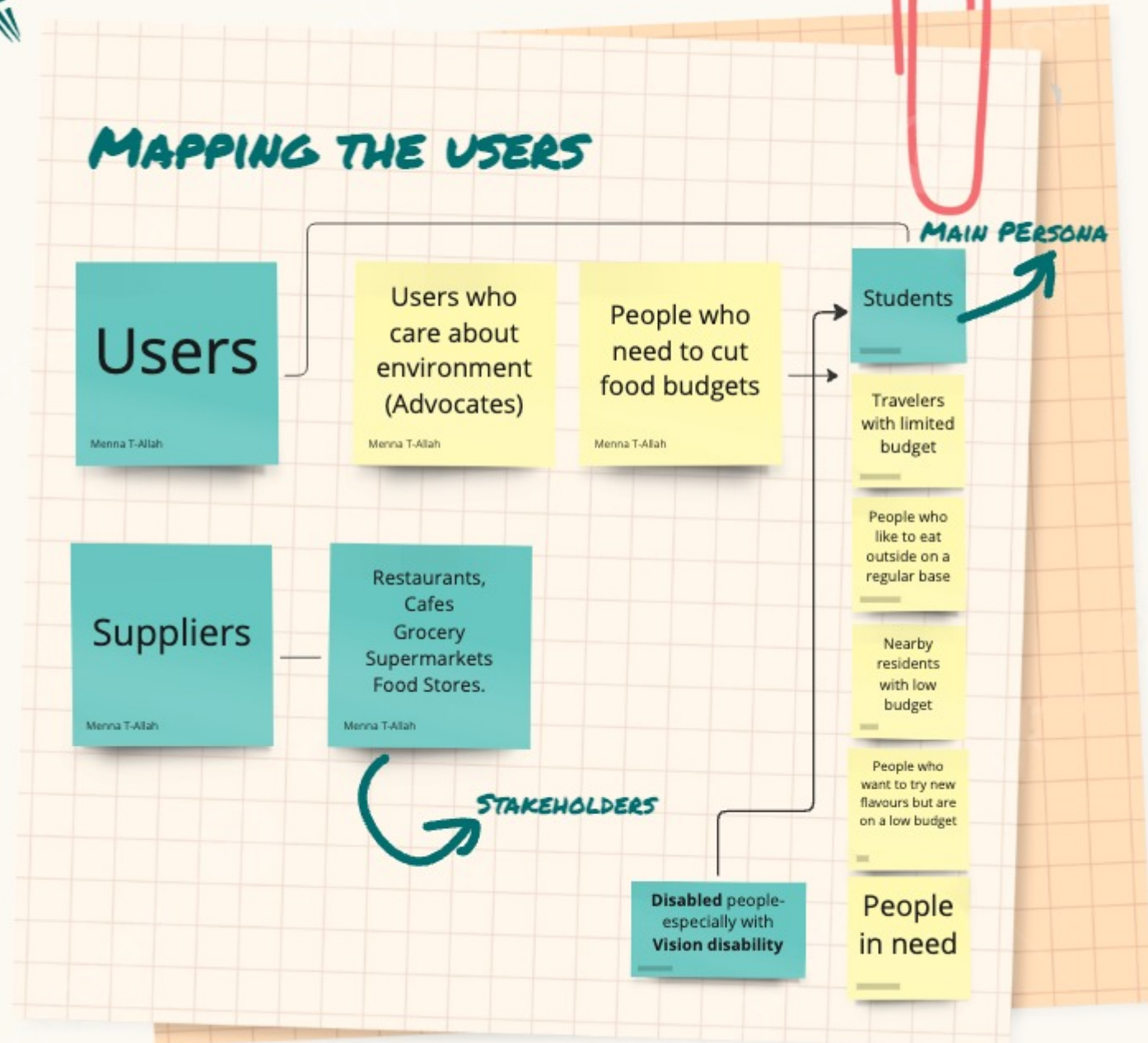
Google Play (2023). Too Good To Go - fight food waste, save great food - Apps on Google Play. (online) Available at: <https://play.google.com/store/apps/details?id=com.app.tgtg&hl=en&gl=US>.

RESEARCH MAP



Users who download the application and use it to purchase surplus food from the stores. They benefit from accessing affordable meals besides supporting fighting food waste. Their participation occur by searching for available meal options in their area, making a payment, rating store on the app and reviewing their experience on the Android and App stores.

The service partners on the platform sell their extra food like restaurants, groceries, cafes, supermarkets, etc... From which these suppliers contribute to a win-win situation where they sell their leftover food to increase their revenues besides supporting the service to reach its ultimate goal of reducing the wasted food on a daily basis.



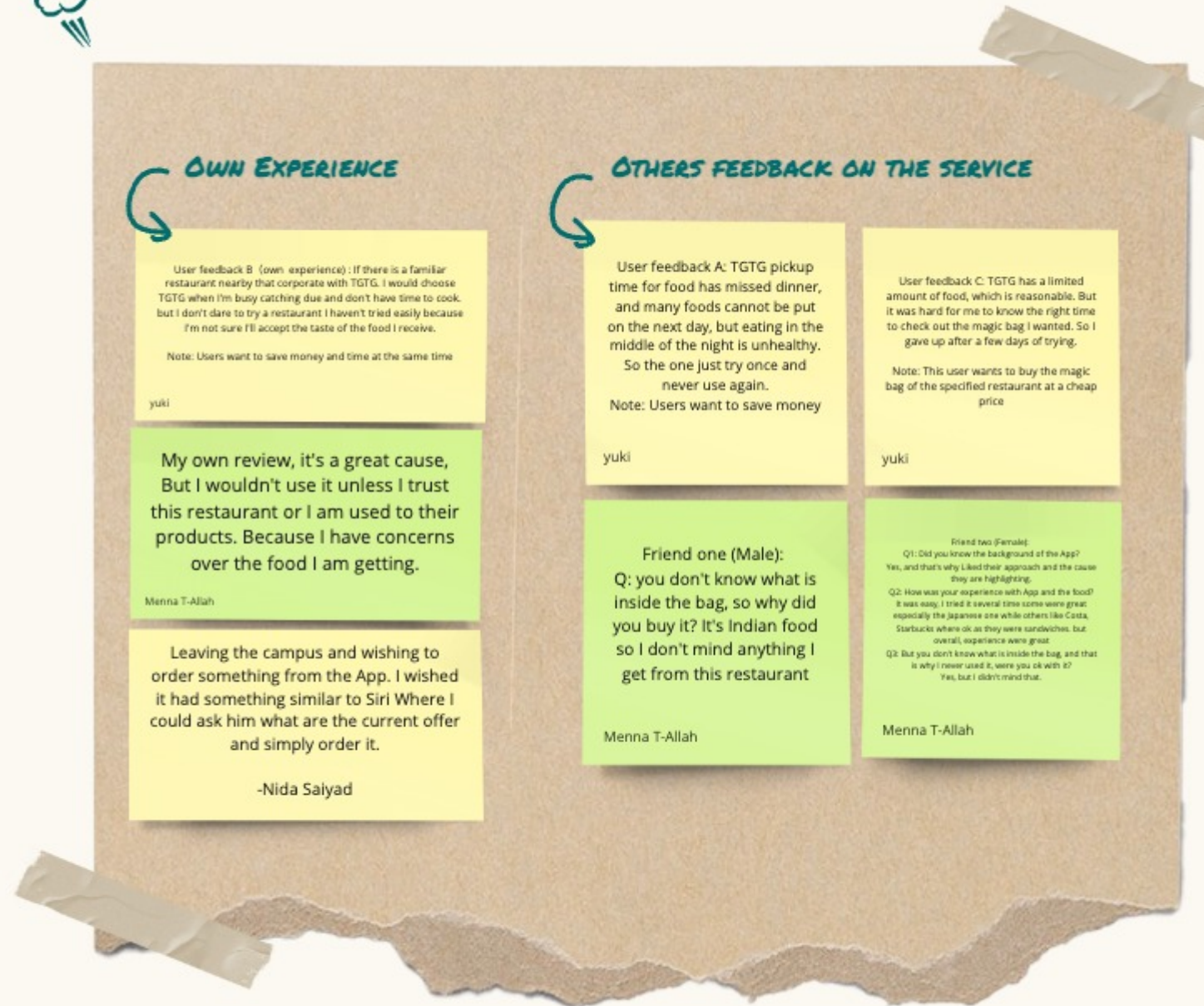
Research observation



The team began the study by analyzing the service in order to construct the value proposition canvas and module maps based on accurate information.

We conducted the research through four essential elements:

- 1- Our own **personal experience** and pain with the service.
- 2- **Other people's experiences** with the application
- 3- **Online reviews** on app store and TGTG user Facebook groups
- 4- The company's **founder view** about the service



ONLINE REVIEWS ON FACEBOOK GROUP



Great experience and food

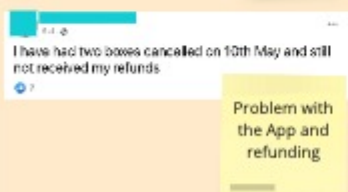
(Facebook, n.d.)



The similarity of food, especially if it's something that is almost near its expiration date



Food cancellation



Problem with the App and refunding



user talking about experience and how the App could include reviews to help users know which restaurant is better + encourage suppliers in providing better boxes

Menna T-Alsh

ONLINE REVIEWS ON APP STORE



Food quality isn't always up to standards



No notification for picking up the food



Limitation of the restaurant options

(Google Play, 2023)

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Facebook (n.d.). TooGoodToGo | Facebook. (online) Available at: <https://www.facebook.com/groups/289584056458197> (Accessed 8 Jun. 2023).

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PREVIOUS INTERVIEW WITH JAMIE CRUMMIE

He highlighted that TGTG is considered one of the largest application for combating food waste, that works on connecting businesses with extra food to users (**20 million users globally**) through the application. From where they were able to save **30 million meals**.

Additionally, he highlighted the company concept (**The magic bag, which evolved in response to unpredictable food waste**) provides a surprise selection of surplus food, allowing restaurants and food stores to adapt the bag content based on their daily leftovers, providing variety to customers while helping to reduce waste (TechRound, 2020).



The interview highlights a key point presented in the importance of the magic bag in relation to the company's innovative concept.

Menna T-Allah

Reference:

TechRound. (2020). Interview with Jamie Crummie, co-founder of Too Good to Go. (online) Available at: <https://techround.co.uk/interviews/interview-with-jamie-crummie-co-founder-of-too-good-to-go/.apps/details?id=com.app.tgtg&hl=en&gl=US>.

OUR PERSONA

It is crucial to understand user needs to design a successful environment and create an adequate service (Sinha, 2003).

Based on our research, we developed a persona as our key user we recognized it to be critical to the application's success because students are one of the main customers who are always seeking affordable meals. Furthermore, they represent the majority of the Gen Z, which are regarded as arising generations that prioritize sustainability, inclusivity and environmental problems (Petro, 2021).

Reference:

Sinha, R. (2003), April. Persona development for information-rich domains. In *CHI'03 extended abstracts on Human factors in computing systems* (pp. 830-831).

Petro, G. (2021). Gen Z Is Emerging As The Sustainability Generation. (online) Forbes. Available at: <https://www.forbes.com/sites/gregpetro/2021/04/30/gen-z-is-emerging-as-the-sustainability-generation/>.



Bio

Maria is a budget-conscious college student who is highly concerned about environmental sustainability and the issue of food waste. She has a strong awareness of reducing waste, protecting the environment, and practicing sustainable consumption. Maria actively participates in community activities and advocacy campaigns to raise awareness about food waste.

USER

P E R S O N A

NAME Maria

AGE 20

OCCUPATION College student

LOCATION London

Challenges

Limited budget: Due to financial constraints, Maria needed to buy food on a limited budget and find the most affordable options.

Convenient ordering process: As a busy student, Maria needed a user-friendly app that could quickly find and reserve available food, saving time and effort.

Color-blindness: Maria is color-blind, which poses a challenge when using applications that rely heavily on color-coded information. Clear visual cues or alternative methods of conveying information would be helpful for her to navigate and use the app effectively.

Needs and Goals

Saving money: Maria wanted to meet her daily needs by purchasing leftover food from businesses and getting nutritious meals at a lower price.

Sustainable eating options: As a sustainability advocate, she would like to find environmentally friendly food options such as organic, locally grown food or vegetarian options.

Participate in food waste reduction: Maria wants to be actively involved in reducing food waste by using apps like Too Good To Go to further sustainability goals.

Behavioral patterns

Maria uses a smartphone and is familiar with various apps to meet her daily needs, including food ordering and delivery apps.

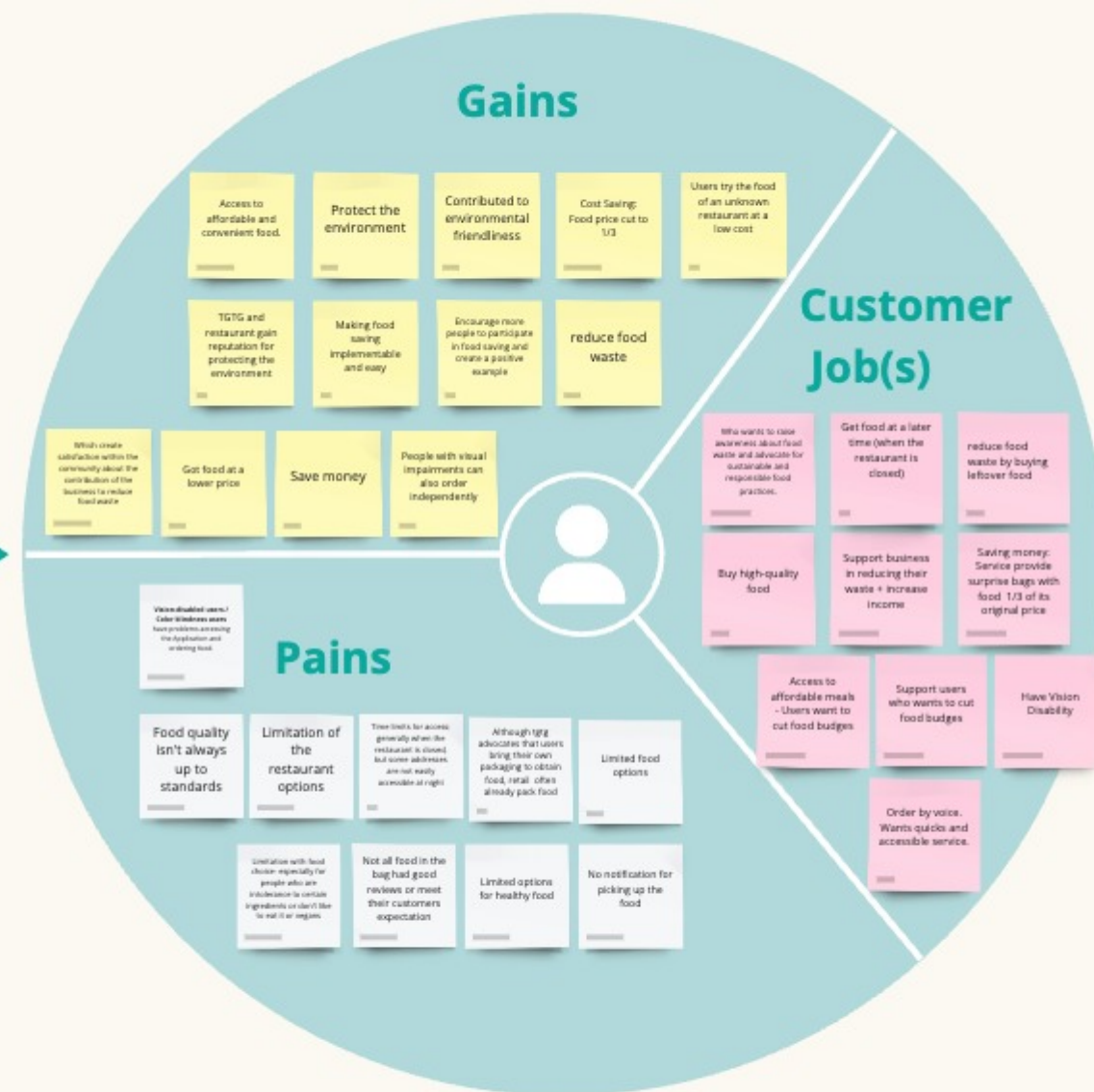
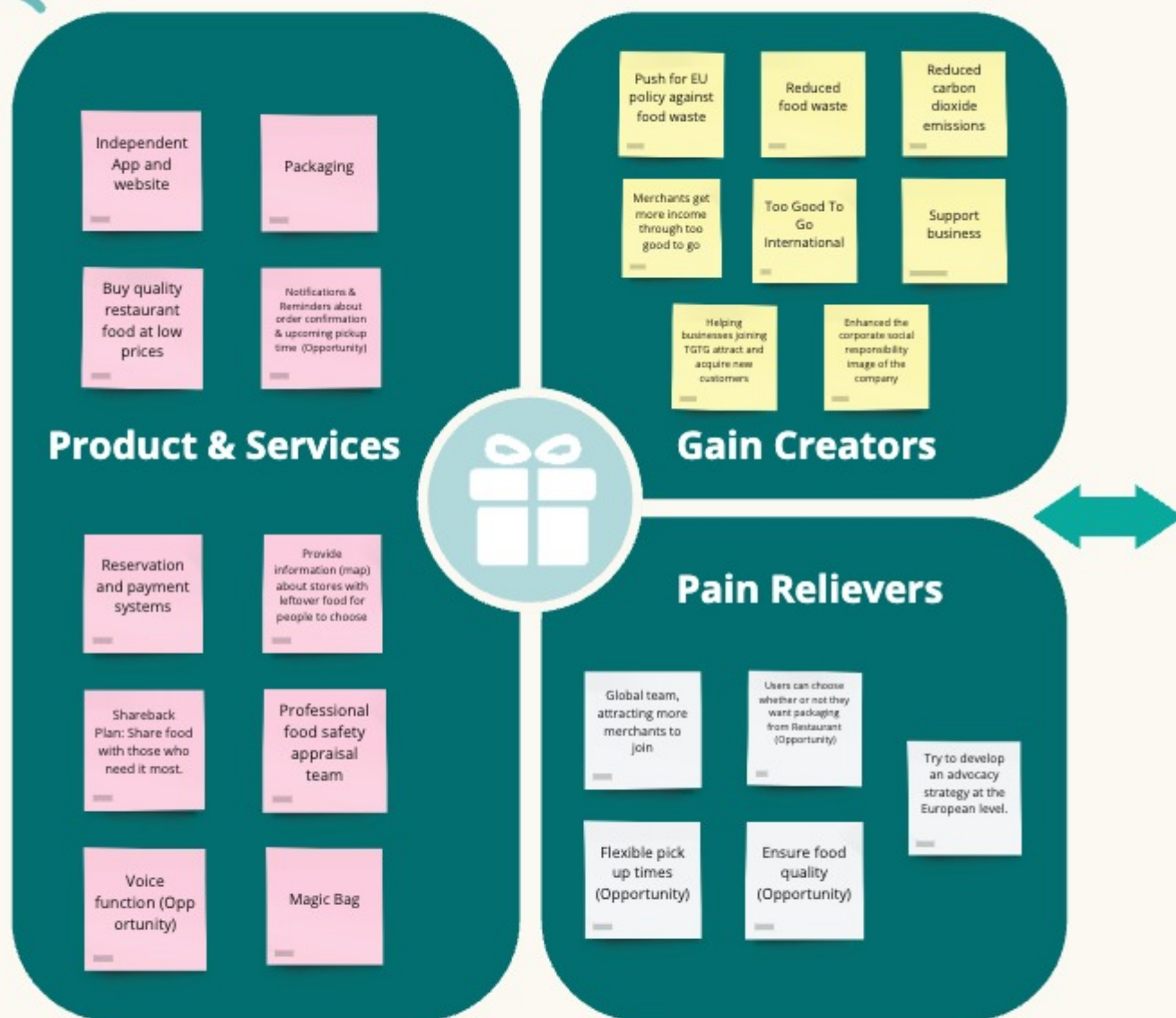
She regularly shares sustainability information on social media platforms, sharing her actions and advocacy activities with her friends and community.

FIRST STEP:

Investigating the company through
Value proposition canvas



VALUE PROPOSITION CANVAS



Value Map

Customer Profile

Value Proposition Canvas

Customer

The app helps customers access affordable meals to support them cut some food budgets. Besides, supporting stores in reducing their daily waste and increasing income. Ultimately, raising awareness about sustainability and responsible food practices.

Pain

Based on the observation of their customer reviews, and our own experience there are some key pain points related to the App despite their great goal and achievement till the current moment:

1. **Limited Availability:** The availability of surplus food items can be limited especially during peak hours or in some locations which causes the customer to not always find their preferred options or enough variety of food items to choose from.
2. **Menu Uncertainty:** Customers may face limitations with the magic bag as the food might be a problem for them, especially those who are intolerant to specific spices or types of ingredients, or who do not eat certain foods for religious or personal reasons.
3. **The App offers** healthy food from restaurants providing those dishes which takes us to one of the Apps that currently have the limitation of the service in certain areas or most countries.
4. **Food Quality:** Even though the service is providing an offering for its users to purchase food 1/3 of its actual price, people are still paying money and wouldn't wish to feel like it was actually a leftover food.
5. **TGTG APP:** Regarding the app, there is no notification for the users to notify them of their order.
6. **Filling the gap left by traditional food redistribution:** TGTG helps fill the gap left by traditional food redistribution to reduce food waste by selling food which will be discarded at low prices (Xiao, 2021).
7. **Customers with Vision Disability:** They feel excluded as the current app focuses on visual content. This makes it difficult for them to access information, search restaurants , and purchase food.

Value Proposition Canvas

Gain

According to research, around a third of the world's food is wasted each year, and this extra food goes to landfill where it breaks down and releases greenhouse gases that affect the climate. In fact, about 10% of all greenhouse gas emissions are caused by food loss and waste (The Global FoodBanking Network, n.d.). The use of 'TGTG' has resulted in the reuse of food that might have gone to waste, so users are not merely reducing waste but equally contributing to the environment. Besides, they can purchase the food for a third of the initial price, reducing the amount of money customers spend on food (The Global FoodBanking Network, n.d.).

Product & service

"TGTG" offers a mobile application that allows users to browse the list of leftover food and make reservations. The app provides detailed prices to help customers make choices and pay. Food is pre-prepared by the merchant and picked up or collected by the user upon request. Users can rate and give feedback on their experience through the app. The platform works with a variety of merchants dedicated to reducing food waste and providing affordable food options. Through TGTG, users are able to save money, explore new foods, and actively participate in environmental initiatives. All combined works towards achieving the goals of sustainable food consumption.

Value Proposition Canvas

Pain relievers

1. **Expanding partners:** To ensure food options are accessible to all, TGTG works to increase food supplier partners.
2. **Enhancing Information:** Participating establishments are encouraged to obtain food supply information, and if certain products are not currently available, there should be some alternative similar food suggestions for customers to browse and purchase.
3. **Incorporating Quality food:** Adding more quality food will ensure consumer satisfaction.
4. **Saving restaurant:** The Application support its users to save their favorite restaurant through top list where they review, save and keep purchase.
5. **Ethical standards for the Sectors**-TGTG works with relevant sectors to promote consumer awareness through food recycling behaviour, attempting to establish a range of ethical standards on food (Xiao,2021). The TGTG claim that they are trying to influencing the entire food supply chain (TGTG, 2021).
6. **Biological treatment of waste:** Xiao (2021) suggests that the public food service sector could be a priority direction for the government to improve the problem.
7. **Insufficient financial capacity** - Insufficient financial capacity of TGTG for users, donors, charities, and business partners such as food banks in terms of logistics costs and VAT liability (Xiao, 2021).
8. **Limitations of groups** - Xiao (2021) concludes that consumers in developed countries are largely responsible for food waste.

Value Proposition Canvas

Gain creator

1. Universities receive free educational resources: TGTG also works with schools and universities to provide a range of free education and educational tools to encourage public awareness of food conservation (TGTG, 2021).
2. Restaurants and grocery shops reduce food waste in effective ways that other traditional methods cannot provide: TGTG uses technology and economic incentives to bring more consumers and small food businesses to participate in food waste campaigns.
3. Change in consumer behaviour: TGTG combines bottom-up and top-down approaches to establish ethical norms on food waste and promote greater awareness of environmental protection among citizens(Xiao,2021).
4. Reduced management and disposal of food waste in the public health sector(Xiao,2021)

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Xiao Yang. (2021). *The Role of Too Good To Go in Addressing Food Waste in Sweden-A review of Drivers and Barriers for Food Waste Prevention and Reduction with the MLP framework*, Lund university. Available: <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=9054871&fileId=9054879>

TGTG Competitors

To understand the company and other initiatives we worked on understanding the competitors and their strategy.



Founded in Denmark in 2015 and now operates in 17 countries.

IT's concept revolves around the magic bag

Europe
The United Kingdom - Ireland - France - Germany - Denmark - Spain - Italy - Portugal - Switzerland - Sweden - Belgium - Poland - The Netherlands - Austria - Norway

America (Canada and the USA).



Founded in early 2015 in the UK

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Claims to be non-profit service

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It offers **neighbor-to-neighbor sharing for free**, the app charges businesses and subscribers.

With neighbor-to-neighbor sharing, individual and ordinary users can snap photos of their scraps, which those in need can reach through the app.

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The donation can be by individuals or by food stores

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Founded in Sweden and now in UK

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customers **use their app** or its website to lessen the hassle for **non-app users**.

Restaurants, cafes, groceries, and other food providers list unsold products on their own time (**but most are listed between 2 and 6 pm**).

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This is totally opposite to TGTG as most food you can either have between 8-9 PM, or AM and it's convenient for lunch/dinner time.

- Show the actual food.
- Users can invite friends.
- There is badges you get each time you order which gives you a highlight of how much emission the user saved.

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More food options especially from local brands

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Founded in Canada

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Ads about the service in supermarkets

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Limitation of places only USA and Canada

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Focus more on meat, grocery items and sell-by dates

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TGTG is where you'll most likely find **cheaply priced cakes** unsold in the bakery during the day, **Flashfood is where you'll buy half-priced meat products** and the like.

Menna T-Allah



Founded in Ireland

Menna T-Allah

FoodCloud works with **community groups**, which are then **the ones who will distribute** the food to those **in need**. So while TGTG's customers are the food consumers themselves, **FoodCloud has charities as their primary customers**.

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Founded in France - Now in Spain, Portugal, and Belgium

Menna T-Allah

Business to business - reuse food from its original form.

Menna T-Allah

Their basket doesn't come as a surprise.

Menna T-Allah

SECOND STEP:

Investigating the company through
Stakeholders Map



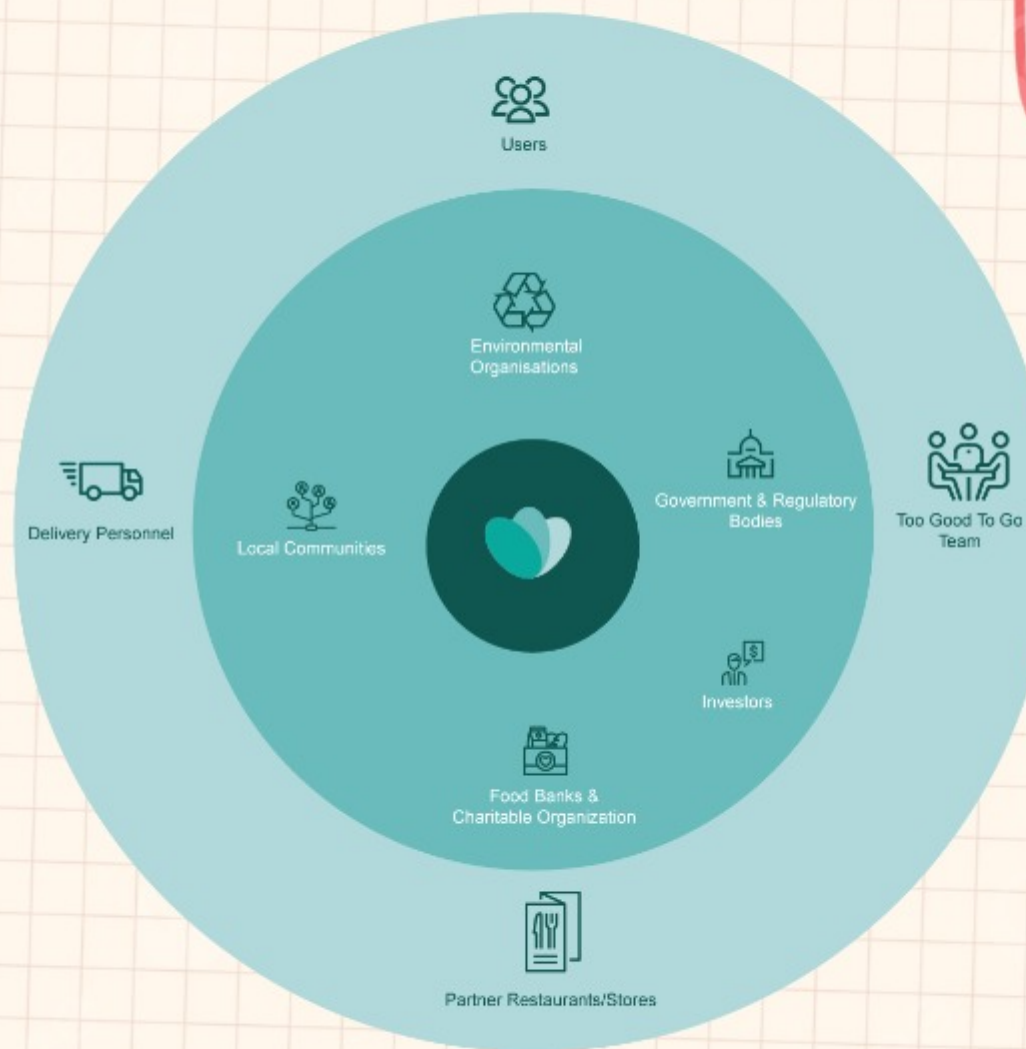
Stakeholders

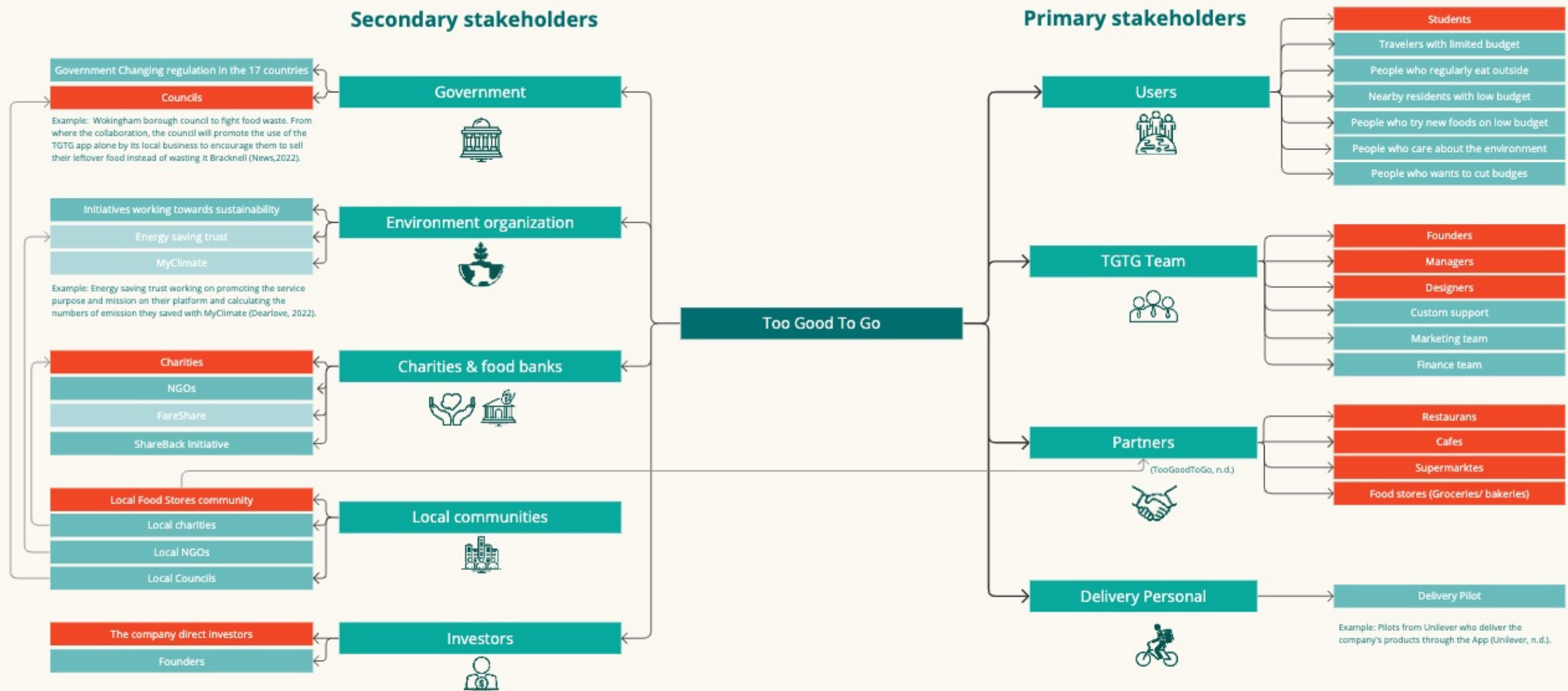
PRIMARY

1. **Users:** Individuals who download and use the app to browse and purchase surplus food from local restaurants and stores.
2. **Partner Restaurants/Stores:** These establishments collaborate with TGTG by listing their surplus food on the app for users to purchase at a discounted price.
3. **Delivery Personnel:** In some regions, the app may involve delivery personnel who are responsible for picking up the ordered surplus food from partner restaurants/stores and delivering it to the users.
4. **TGTG's internal team:** including management, developers, designers, customer support, and marketing staff, plays a crucial role in maintaining and improving the app's functionality and user experience.

SECONDARY

1. **Local Communities:** The app's presence and success benefit local communities by reducing food waste, supporting local businesses, and providing affordable food options.
2. **Environmental Organizations:** TGTG aligns with the goals of environmental organizations focused on reducing food waste and promoting sustainability.
3. **Government and Regulators:** These entities may have an interest in supporting initiatives like TGTG to reduce food waste and promote social welfare.
4. **Food Banks and Charities:** TGTG's activities can have an indirect impact on food banks and charitable organizations, as the app's focus on reducing food waste may redirect surplus food from being discarded to being sold through the app.
5. **Investors:** Investors who have provided funding to TGTG have a stake in the app's success and financial performance.





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Stakeholders Stakeholders participating in Co-creation Map

Stakeholders

The core beneficiary of TGTG, which was established in 2015 and operates in 17 countries, makes it the largest platform of its kind. According to statistics, TGTG had more than 11 million users by the end of 2019, had more than 10,000 store partners, and provides services in 11 countries/regions in Europe, (Hendelmann, 2022). Its revenue reaches \$504.6 million per year (growjo, n.d.).

Secondary beneficiaries of TGTG are local communities, environmental groups, governments and regulators, food banks and charities, and investors. The local communities in which TGTG operates are indirect stakeholders contributing to a positive brand image and supporting the community by working with local organizations to develop relevant activities that positively contribute to the local economy and environment (x+why flexible workspace, n.d.). Governments and regulators have worked hard to do what benefits society and create a positive social environment. TGTG has always pursued the concept of reducing food waste and thereby reducing carbon emissions, consistent with the goals of environmental groups, governments and regulators. In developing his TGTG, the company has partnered with several charities to help those who can't afford three meals a day. This avoids wasting food and helps those in need, a win-win situation. Investors funding TGTG will also benefit, as TGTG has achieved great success and financial performance (Too Good To GO, 2023 & Growjo.com, n.d.).

TGTG partners with various suppliers including restaurants, cafes, supermarkets and food producers. Cafes and restaurants are considered primary suppliers offering surplus food for the users while supermarkets provide extra food and seasonal items. Additionally, TGTG partners with Farms, food processors and wholesalers, obtaining fresh components, and packaged surplus to diversify the user options to reduce waste. These suppliers are key to the successful operation of TGTG, which operates a bilateral marketplace that connects restaurants and other venues with hungry customers (Hendelmann, 2022). to achieve its goals, create business opportunities and promote sustainable solutions.

Among TGTG's stakeholders, there may be more potential for influence. Philanthropic organizations share TGTG's concerns about food surpluses, but they may also be concerned about food insecurity and mobilizing food businesses to donate surplus food and redistribute it. TGTG's campaign may shift excess food from being discarded to being sold through the app, which could be an opportunity for collaboration. They also suggest that charitable organizations need to take alternative approaches to tackling food waste and food insecurity (Vlaholias, et al., 2015).

Stakeholders

Benjamin's (2017) study of social enterprise community supermarkets in Australia revealed a resource-dependent relationship between local charitable relief agencies and food donors. The existence and success of the application benefit local communities through selling surplus food, supporting local businesses and providing affordable food options.

Under the influence of markets, a large amount of food is sold and wasted due to price, while at the same time, a large number of farmers suffer poverty due to low food prices and stagnant sales, among other things (Philip, 2011). Hence, environmental organizations are committed to reducing food waste which is in line with TGTG's objectives.

The four types of interactions between governments local communities and farmers: are inclusion, cooperation, competition and collaboration (Laforge et al., 2017). These organizations may also be interested in supporting initiatives such as TGTG to reduce food waste.



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Innovation Opportunities



Don't Exclude, Include

Developing voice commands options into the application to revolutionize the current service and food ordering apps in general. This addition will not only improve accessibility but also elevate our overall user experience and satisfaction, and it will meet diverse needs, include overlooked customers and making it a game-changing service that serves to a wider range of users as it will support people who have different vision disabilities and reach more customers leading to becoming a game-changing innovative service.

The present application does not support some people since it is not completely inclusive; for example, those who are visionless/color-blind people may be unable to use it or face hardships viewing it or understanding their actual color as most vision-disabled people use other senses. However, all food ordering services including Too Good To Go only focus on visual content with disregarding disabled customers. Hence, incorporating voice commands into the application will be a cutting-edge feature that will propel the service to the forefront of inclusion.

#Inclusivity



Don't waste, Recycle

This changes the current service game and makes TGTG at the forefront of the market; It will not solely focus on combating food waste in the traditional way on the contrary it will raise awareness about how to recycle any leftover food after purchasing the surprise bag. This can happen in two ways:

A- **Businesses** (Like groceries and supermarkets) can **swap their food** with other **businesses** (Like Cafes and restaurants), where it can be recycled and reused in meals the next day.

B- Within the app itself **after purchasing the Magic Bag**, the user will have access to a page **showing several recipes and ingredients to reuse extra or unwanted food** in subsequent dishes. Instead of having a large box of undesirable food, which can end up in the trash.

#Sustainability
#SocialResponsibility

Third STEP:

Investigating the company through
Value Co-creation Map



Value Co-creation Table

CONCERNS	VOICE COMMAND FEATURE	RECYCLING FEATURE
WHO WILL BE INVOLVED	Users with disabilities: Users who have certain vision difficulties or other disabilities will benefit from the voice command features, which will make the app more accessible and user-friendly. Too Good To Go team: The app development team will be responsible for implementing and maintaining the voice command features, ensuring they are accurate and reliable. Accessibility experts: Experts in accessibility will be consulted to ensure the voice command features meet the needs and preferences of users with disabilities.	Users of the app: Users will engage with the recycling feature by actively participating in recycling initiatives and promoting sustainable practices. Too Good To Go team: The app team will design and implement the recycling feature, providing guidance and resources to users regarding proper recycling methods. governments: Government bodies will collaborate with the app to promote and support recycling initiatives, providing infrastructure and policies that facilitate recycling. local communities/charities/Environmental organizations
APP PURPOSE	Supports inclusivity: The voice command features aim to make the app more inclusive by providing an alternative mode of interaction for users with disabilities. Enhances user experience: The features will improve the overall user experience for all users by offering an additional option for navigation and interaction.	Raises awareness about sustainability: The recycling feature aims to educate users about the importance of recycling food and reducing food waste, promoting sustainable practices. Encourages active participation: The feature will inspire users to actively engage in recycling efforts, thereby contributing to environmental preservation.
WHERE DOES IT OCCUR	Nationwide accessibility: The voice command features will be available in the app globally, allowing users from different countries to benefit from improved accessibility.	Market-specific implementation: The recycling feature will be tailored to the specific markets in which the app operates, taking into account local recycling facilities and regulations.
HOW MUCH IS THE INVOLVEMENT	Users with disabilities: They will actively engage with the voice command features, providing feedback and suggestions to enhance their functionality. Too Good To Go team: The development team will invest time and resources in designing, implementing, and testing the voice command features to ensure their effectiveness. Accessibility experts: These experts will collaborate with the development team to provide guidance and insights on best practices for implementing voice command features.	Users of the app: They will actively participate in recycling by adopting proper recycling practices and utilizing the resources provided within the app. Too Good To Go team: The app team will create and maintain the recycling feature, ensuring its effectiveness and providing guidance to users. Governments/ local communities/charities/ Environment organizations: They will collaborate with the app team to support recycling initiatives, providing information on recycling facilities, waste management policies, and incentives for users and businesses and promoting the service within their communities.
DURATION	Continuous improvement: The involvement of users, the app team, and accessibility experts will be ongoing to address any issues, gather feedback, and make necessary improvements to the voice command features over time.	Ongoing commitment: The involvement of users, the app team, and local authorities in promoting recycling practices will be continuous to ensure sustained impact and foster a culture of responsible waste management.
HOW TO INCENTIVES	To incentivize value co-creation, Too Good To Go can offer various rewards and benefits to both consumers and providers. For consumers, incentives can include discounts, loyalty points, or exclusive access to special offers. Providers can be incentivized through reduced waste disposal costs, positive brand reputation, and increased visibility to potential customers.	To incentivize value co-creation, Too Good To Go can offer various rewards and benefits to all participants. For consumers: incentives can include using all ingredients in the magic page and recycling it in case of extra food. Food Partners and Business: They will be able to sell food and increase revenue the other buying business purchasing products 1/3 of its original value Both parties are part of the local community presented in the users and food stores As for governments, charities and environmental organizations, it will incentivise them as it helps fight hunger, increase wealth within the communities and eventually support people in need.



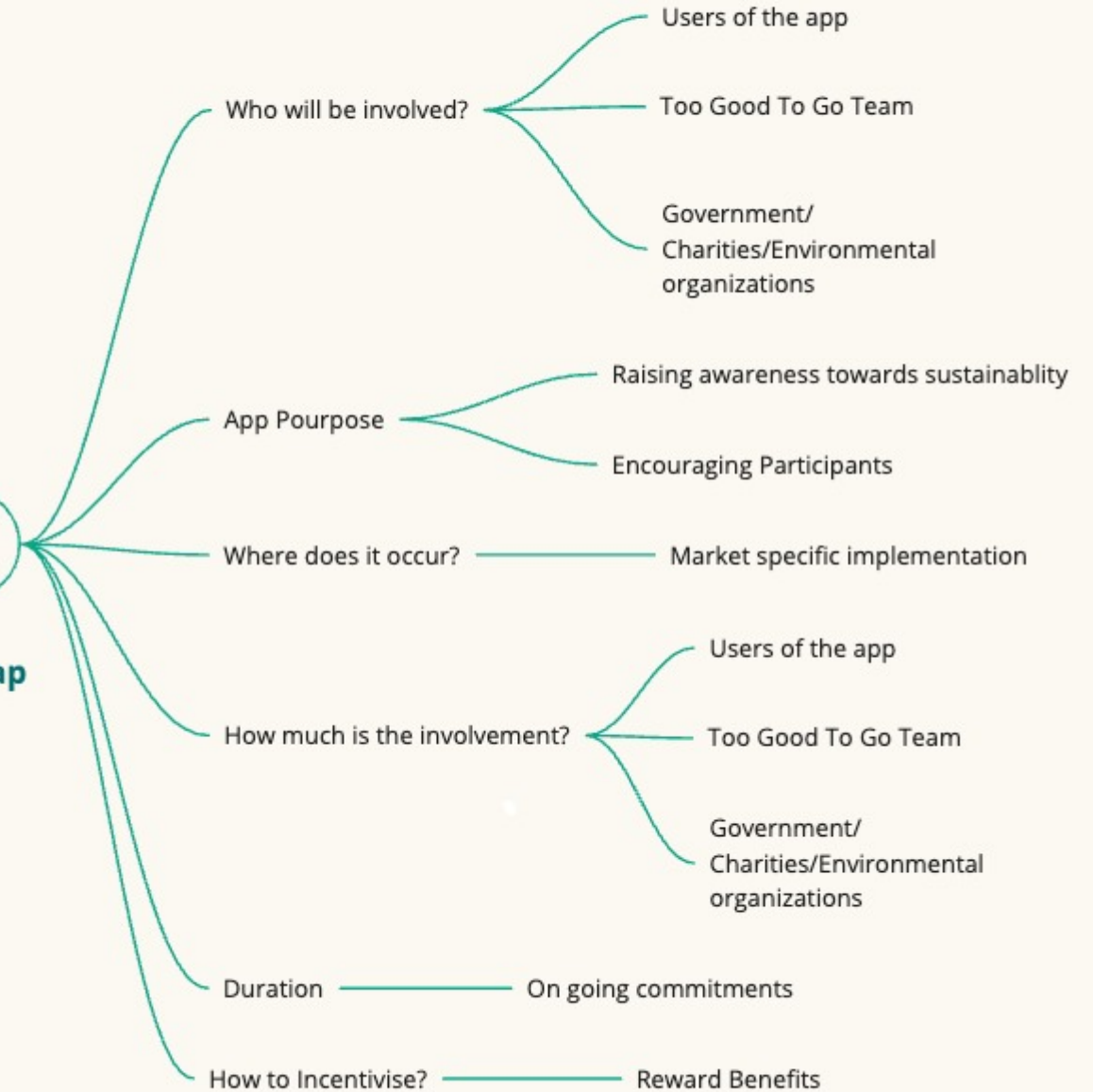
VOICE COMMAND FEATURE



RECYCLING FEATURE

TOO GOOD TO GO

Value Co-creation Map



Value Co-creation Map

The first key point is centered around the participants involved in TGTG. The voice assistant feature is aimed specifically at vision disabled users, the TGTG team, and accessibility experts. Users with disabilities can navigate and interact with the app more effectively by incorporating voice commands. The TGTG team is in charge of implementing and maintaining this feature, ensuring its accuracy and dependability. Working with accessibility experts ensures that the voice command feature is tailored to the needs and preferences of those users (Nielsen, 2019).

The involvement in the recycling feature is expanded to include all app users, the TGTG team, and local governments. The promotion of sustainable practices and ethical waste management is actively supported by user participation in recycling programs. The TGTG team creates and executes the recycling feature and offers users instructions and information on appropriate recycling techniques. Additionally, working with local governments enables the promotion and support of recycling activities through legislation and infrastructure (Rampani, 2021).

The second important point is that it promotes inclusivity by providing an alternative interaction method for users with disabilities such as vision disability or color blindness, allowing them to fully engage with the app. Additionally, it improves the overall user experience for all users by adding another option for navigation and interaction. The voice command feature improves accessibility and user experience, which improves the value of co-creation process and encourages active participation (Nielsen, 2019).

Similarly, the recycling feature serves a purpose that is consistent with TGTG's mission. It promotes sustainability by educating users on the importance of recycling food and reducing food waste. By incorporating this feature, TGTG hopes to encourage active participation and engagement in recycling efforts, thereby promoting environmental preservation and sustainable practices (Rampani, 2021).

The third essential point looks into the locations of these functions within the TGTG app. The voice command capability is intended to be worldwide in nature, allowing users from many nations to benefit from better accessibility. Users can use voice commands to navigate and engage with the app regardless of their geographical location, boosting TGTG's reach and influence in reducing food waste on a global scale. The recycling feature, on the other hand, is market specific. It is adapted to the markets in which the app operates, considering local recycling facilities and regulations.

Value Co-creation Map

This localized method guarantees that users receive correct instructions and resources appropriate to their unique location, thus enhancing the recycling feature's functionality (Peal, 2016).

The fourth crucial element focuses on the participant's level of involvement. Users with disabilities actively participate in the voice command feature by offering suggestions and feedback to enhance its functionality. To ensure the feature's efficacy, the TGTG team devotes time and resources to designing, implementing, and testing it. Best practices are incorporated through collaboration with accessibility experts, resulting in a seamless user experience. Users of the app actively participate in the recycling feature by following best practices and making use of the tools offered therein. The TGTG team is essential in the development and preservation of the feature, ensuring its efficiency and offering ongoing support to users (Nielsen, 2019).

The fifth key point examines the duration of involvement in these features. In the case of the voice command feature, the commitment to continuous improvement is essential. To address any issues, collect feedback, and make necessary improvements to the feature over time, users, the TGTG team, and accessibility experts must constantly collaborate. The voice command feature will continue to be useful and effective, which will also consider the changing needs of users with disabilities. (Lomas, 2017).

The participation in the recycling feature is also ongoing, in a similar manner. In an ongoing effort to encourage recycling, users, the TGTG team, and regional authorities work together. The long-term impact of the feature is ensured by this ongoing involvement, which supports the goals of TGTG to reduce food waste and advance sustainability (Xiao, 2021).

Value Co-creation Map

Finally, the sixth key point emphasizes incentives as a method of encouraging value co-creation. Incentives may include discounts, loyalty points, or access to special offers for users. Reduced waste disposal costs, a positive brand reputation, and increased visibility to potential customers may be among the incentives for providers (Nexcess, 2021).

Similarly, the recycling feature provides participants with a variety of incentives. Users can be rewarded with loyalty points or discounts for using all ingredients and recycling excess food. Food partners and businesses benefit from increased revenue from selling surplus food, while local governments, charities, and environmental organizations benefit from reducing food waste, supporting communities, and protecting the environment (Nexcess, 2021).

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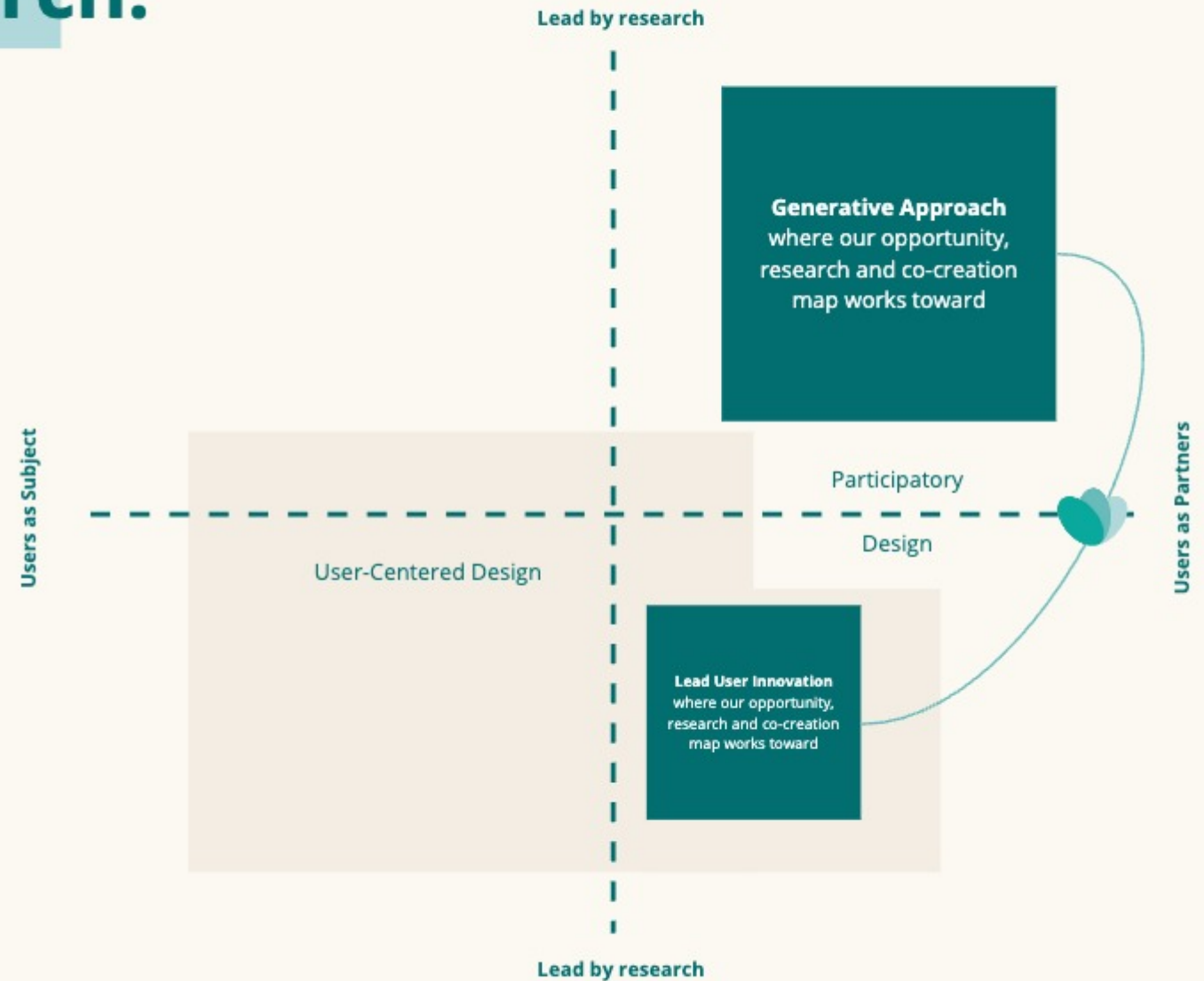
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The status of the research:

Where our opportunity and research stand within the co-creation map.

collaborative design integrated experts, stakeholders, developers and users in the process (Gerrard, 2023) which both our idea aims to work based on integrating users and stakeholders as well as the internal TGTG team in creating innovative solutions focusing on inclusivity and sustainability.

Additionally, The Netherlands' generative approach in developing **collaborative service design where all parties are involved in the process** (Gerrard, 2023) and in our case Students, Disabled users, designers, developers, Government, charities, investors and partners



Reference:

Sanders, E.B.N. and Stappers, P.J., 2008. Cocreation and the new landscapes of design. Co-design, 4(1), pp.5-18.
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Adopted from (Sanders et al., 2008)

Fourth STEP:

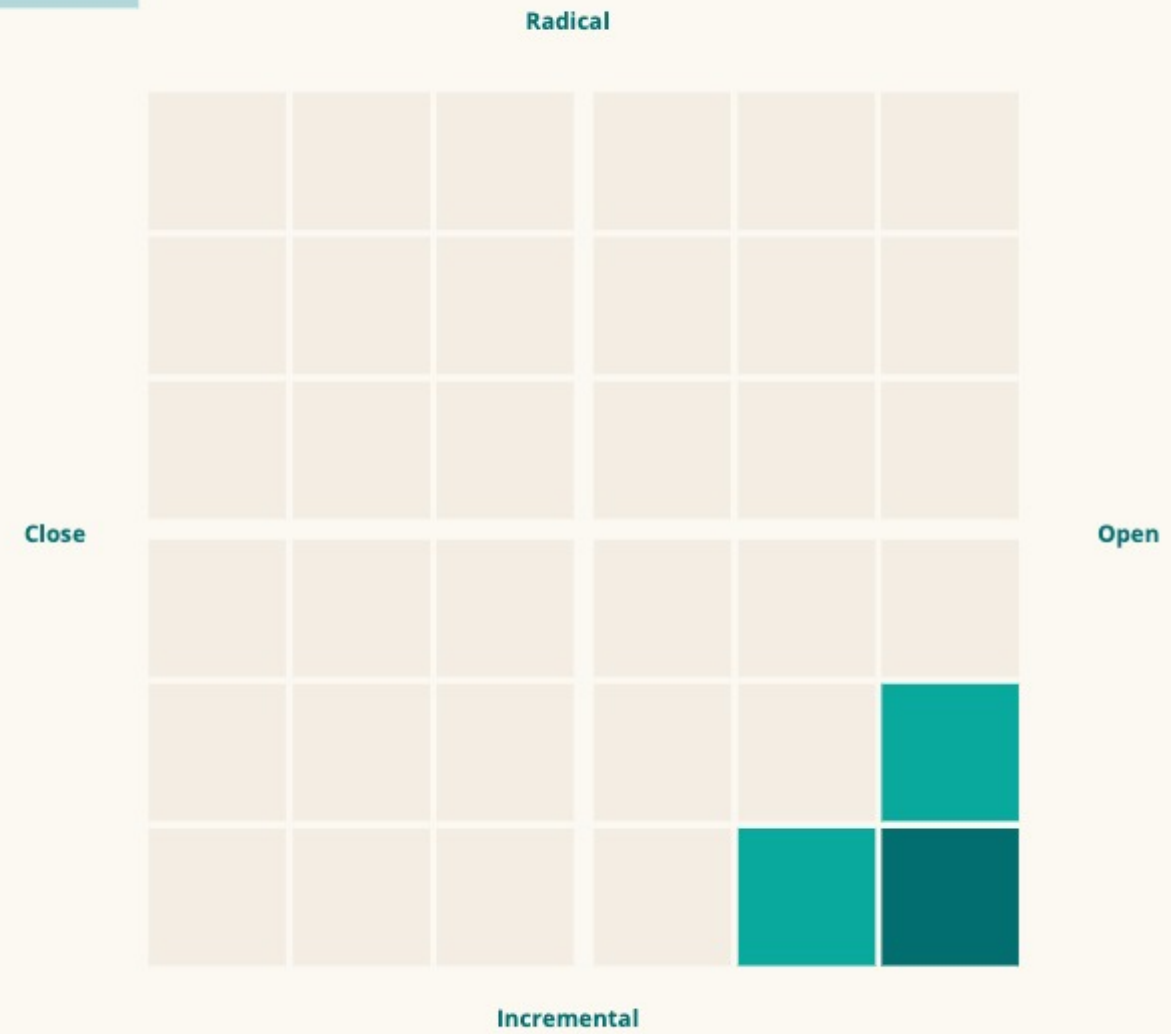
Investigating the company through
Innovation Matrix



TGTG current Innovation Matrix

Innovation is turning innovative ideas into a company's products or processes. Hence, there have been three primary types of innovation which are products, process and organizational innovation (Souto, 2015). Based on those three types TGTG can be considered a product innovation as it leans towards the construction and introduction of a new/enhanced service product to the market. It launched a mobile application platform which allows users to purchase surplus food from restaurants, cafes, supermarkets, etc.. at reduced prices, and business partners to sell that surplus food on the application. Besides the application itself integrate some elements of the process and organizational innovation through new approaches to tackle the current wasting food issue by introducing a new product in 2015 in the market.

Accordingly, incremental innovation is developing an established knowledge and directing to a steady improvement of an existing service, product or process (Bhaskaran, 2006). The Company was built on the current fighting food waste concept. It is employing technology to link food stores and users through one platform that enables both parties to sell and purchase excess food which would otherwise be thrown away. Additionally, the service itself doesn't present a radical or disruptive idea that can completely alter the waste issue it is aiming to address. This makes its current service a good example of an incremental innovation.



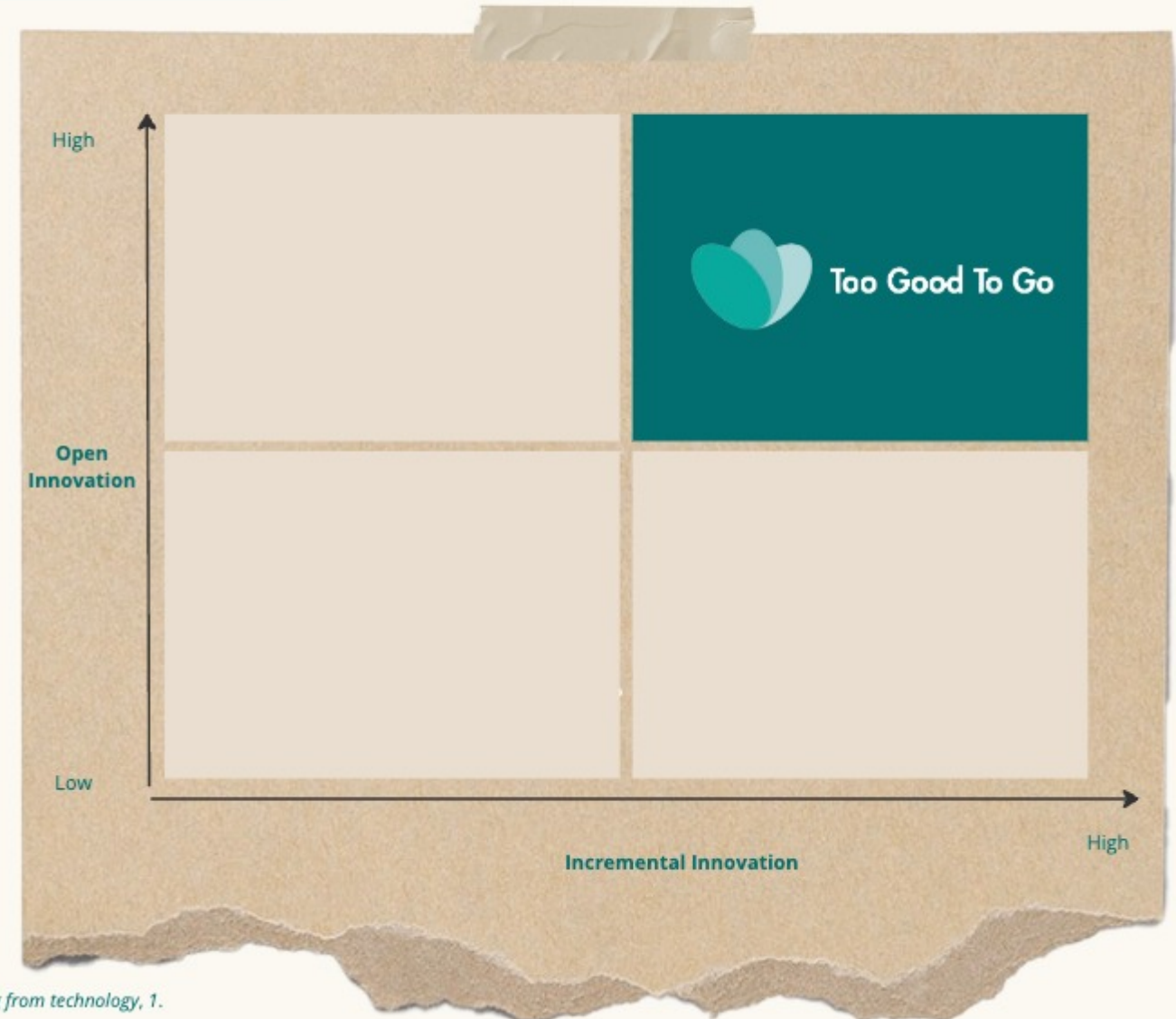
Reference:

Souto, I.E., 2015. Business model innovation and business concept innovation as the context of incremental innovation and radical innovation. *Tourism management*, 51, pp.142-155.

Bhaskaran, S., 2006. Incremental innovation and business performance: small and medium-size food enterprises in a concentrated industry environment. *Journal of Small Business Management*, 44(1), pp.64-80.

TGTG current Innovation Matrix

Moreover, the service itself is considered an open innovation since it focuses on creating an ecosystem for stakeholders to collaborate in the process to be able to reduce wasted food (Chesbrough et al., 2006). Where it connects users to their partners presented in the stakeholder map through one platform. Ultimately, it engages users and partners to drive continuous participation to add value to both parties, the company's goals and eventually the effort to combat food waste. Therefore, given all the information and analysis through the research and literature review in the innovation matrix, the team concludes that **the company currently functions at a high level of incremental open innovation.**



Reference:

Chesbrough, H., Vanhaverbeke, W. and West, J., 2006. Open innovation. *The new imperative for creating and profiting from technology*, 1.

With the new innovation opportunity:

With the opportunities the team have investigating, the integration of new enhancements to the current services without major change to its concept it can move towards game-changing innovation where it created its own blue ocean market space away from other competitors to create new demands (Kim, C. and Mauborgne, R., 2018). .

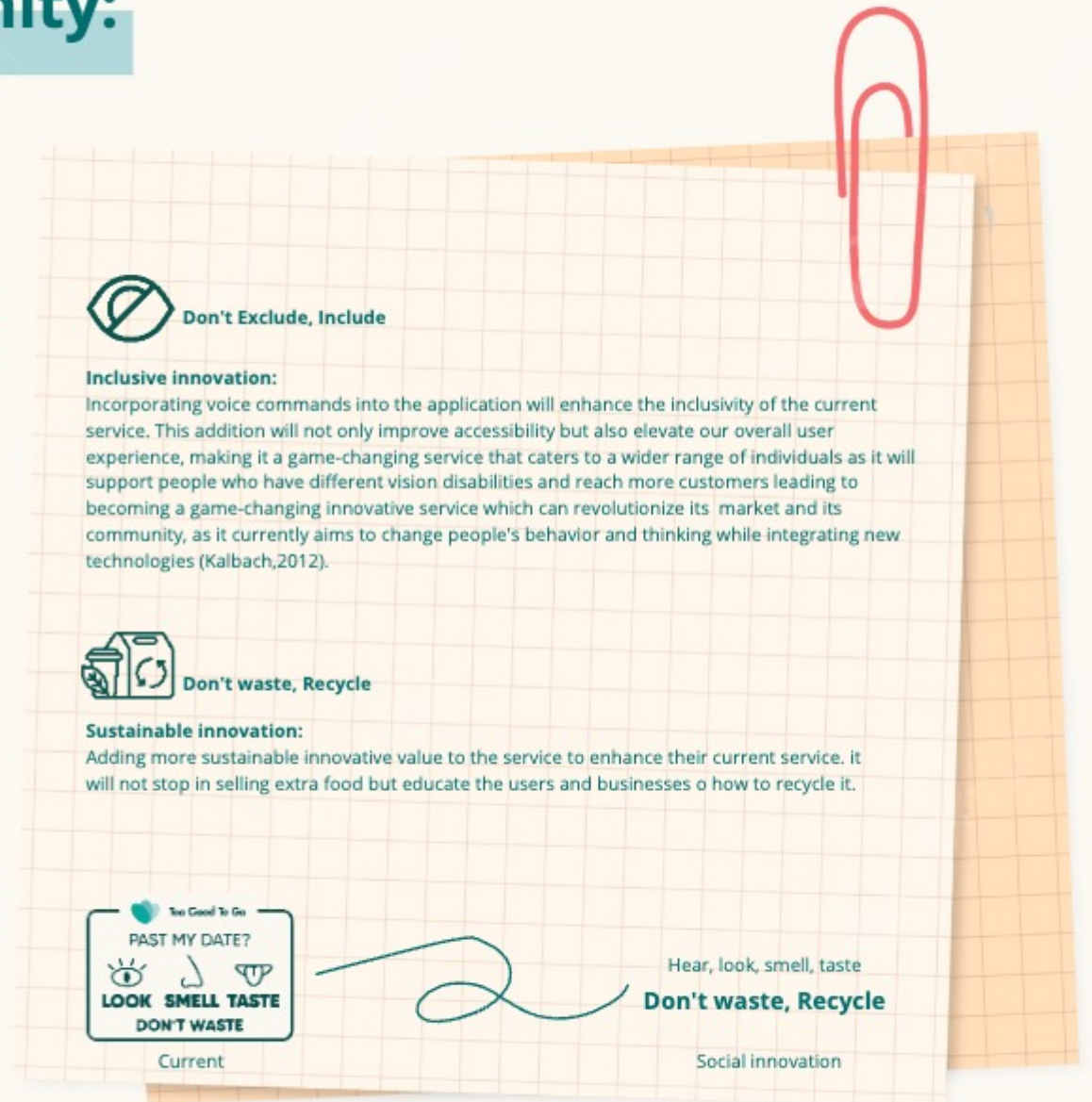
Our approach focuses on maintaining the present magic bag concept while adding two critical aspects to improve the service:

- The primary focus is integrating new technology similar to Amazon Alexa to game-change the market and innovate for inclusivity by creating a voice command option in the app.
- The secondary focus idea is to step further and advocate for recycling food along with reducing waste. As both routes moves in line with the company's purse and food sustainability goals.

Reference:

Kim, C. and Mauborgne, R. (2018). What is Blue Ocean Strategy | About Blue Ocean Strategy. (online) Blue Ocean Strategy. Available at: <https://www.blueoceanstrategy.com/what-is-blue-ocean-strategy/>.

Kalbach, J. (2012). Clarifying Innovation: Four Zones of Innovation. (online) EXPERIENCING INFORMATION. Available at: <https://experiencinginformation.com/2012/06/03/clarifying-innovation-four-zones-of-innovation/>.



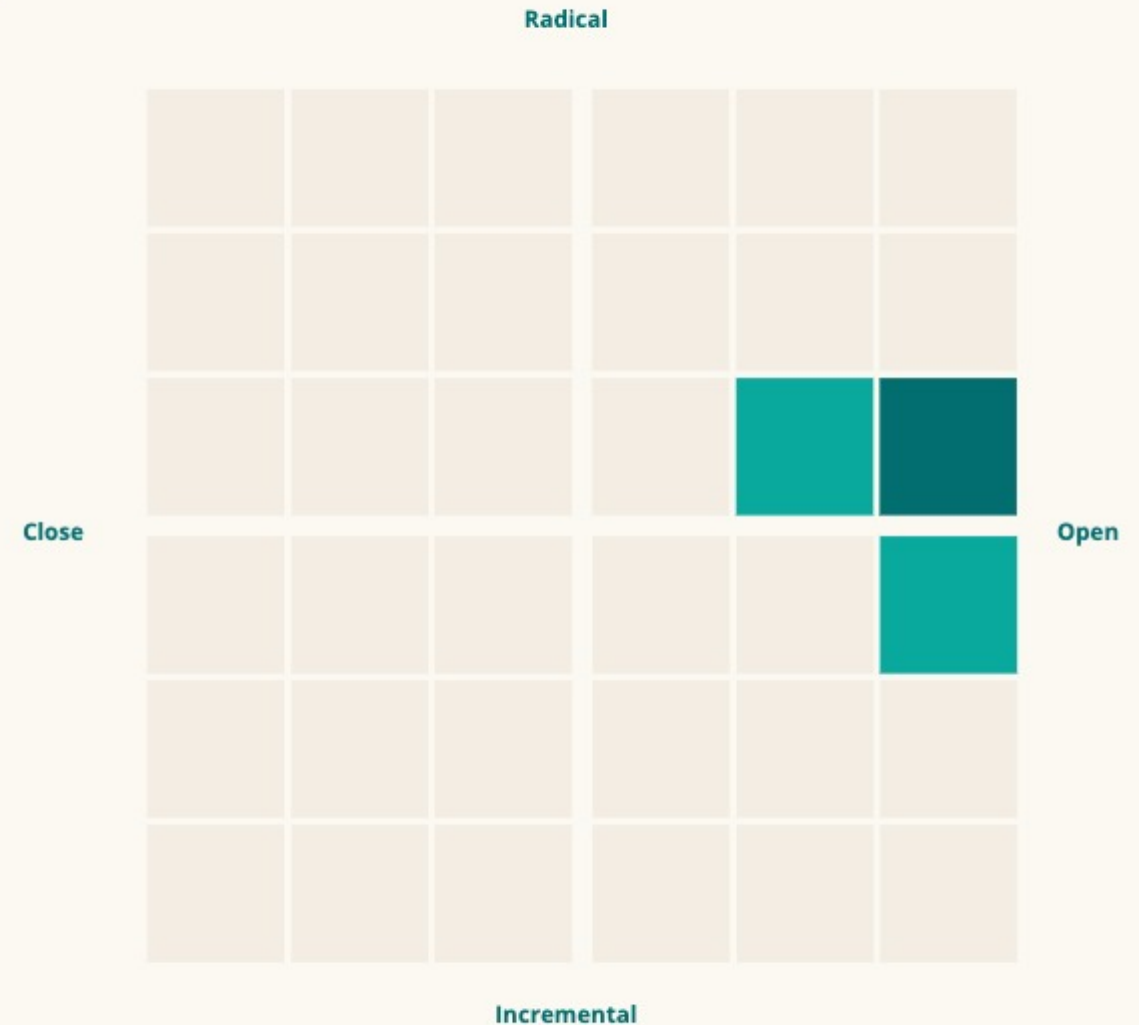
With the new innovation opportunity:

By integrating the two routes the service will be moving from purely incremental innovation to game-changing/disruptive innovation that integrates new technology in its food order service which is currently not integrated into any of the other food apps. The service will continue to be an open innovation but with opening doors to its service by integrating new kind of technology that promotes inclusivity of users and promote combating food waste through not purchasing surplus food but rather recycling it.



With the new innovation opportunity:

Lastly, to investigate the two routes of opportunity from the given innovation matrix. According to our research and scholars review and where the company can enhance its service, social innovation from an inclusivity and sustainability perspective is seen as disruptive innovation which can be considered incremental or radical through targeting overlooked customers (Guthrie, 2019). And in our too good to go case the vision-disabled or people who have concerns over purchasing the magic bag without knowing what is inside the bag those new innovative service will be a game changer to TGTG. In which the service can be considered a primary stage of radical innovation and highly open innovation.



Reference:

Guthrie, G. (2019). Disruptive vs. radical innovation: why both are great for business. (online) Nulab. Available at: <https://nulab.com/learn/strategy-and-planning/disruptive-innovation-vs-radical-innovation-why-both-are-great-for-business/#:~:text=Disruptive%20innovation%20can%20be%20radical> (Accessed 8 Jun. 2023).